

ABSTRACT

Methods of advertising more than one product on a trailer, as well as methods of using a trailer for displaying replacement advertisements, are disclosed. A series of prices are generated based on a factor for a size of a section of a portion of a sidewall or rearwall of a trailer, a factor based on the advertisement content, a factor based on an period of time that the advertisement is displayed, and a factor based on the travel path of the trailer. Once selections for each factor are made, an offer is generated and sold to a customer for advertising a product, name, graphic or logo associated with the customer. Then the offer is transmitted to a distributor for production of the advertisement and placement of the advertisement on the section of the trailer for the predetermined period of time. Two or more advertisements for two or more different customers may be produced in this manner and displayed on the sidewall or rearwall of the trailer for the same or different predetermined periods of time.